

AGENDA
MONROE COUNTY TOURIST DEVELOPMENT COUNCIL
DISTRICT V ADVISORY COMMITTEE
REGULAR SESSION TUESDAY, APRIL 25, 2006
10:00 A.M.
MARINA DEL MAR

A. CALL TO ORDER

B. ROLL CALL

C. AGENDA

1. Additions To and Approval of the Agenda/Bulk Items

D. APPROVAL OF THE MINUTES:

1. March 7, 2006 DAC V Regular Meeting
2. March 2, 2006 TDC Meeting Minutes - FYI

E. BUDGET:

1. FY 2006 Budget
2. Three Penny Revenue Report
3. Consideration and Action re: FY 2007 Budget

F. DISTRICT V PUBLIC RELATIONS:

1. Monthly Report from Stuart Newman Associates – FYI

G. DISTRICT V ADVERTISING:

1. Advertising Recap
2. Consideration and Action re: Preliminary FY 2006-2007 Media Plan

H. MARKET RESEARCH:

1. Smith Travel Research Report – FYI

I. CHAMBER REPORT:

1. Visitor Information Services Report – FYI
2. Chamber Statistics Report - FYI

J. WEBSITE:

1. FloridaKeys.Com Report

K. OLD BUSINESS:

L. NEW BUSINESS:

1. Update: Umbrella Report
2. Update of April 11, 2006 TDC Meeting
3. Consideration and Action re: VIS Scope of Services
4. Workshop: Destination/TurnKey Event Funding

M. GENERAL DISCUSSION

N. ADJOURNMENT

**PLEASE ADVISE THE ADMINISTRATIVE OFFICE IF YOU ARE UNABLE TO ATTEND THE MEETING
AT 296-1552 or 1-800 648-5510.**